

(1992)

FINAL REPORT

UNITED STATES PAVILION

SEVILLE EXPO '92

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Project Summary

Pavilion: Two 10,000 square feet geodesic domes, 20,000 square feet exhibit hall/office building, 3,000 square foot demonstration home, 12,000 square foot outdoor sports and performance stage courtyard complex, 35,000 square feet of outdoor exhibits and landscaping.

Components: Bill of Rights Exhibit, World Song Theater, Sports and Cultural Performance Court, American Spirit Home, GM Auto Exhibit, Kansas City Exhibit, Peter Max Murals, Sprint Exhibit, Ameritech Exhibit, U.S. Mint Exhibit, DHL Exhibit, All American Sport Shop, Yankee Stadium Restaurant, and Baskin Robins Ice Cream Stand.

Pavilion Attendance: 2,400,000

Cultural Programs: Number of participants:

Sports: 1,000
Performing Arts: 3,500

Funding: Cash: Federal \$20,626,000 Private \$4,972,248
Inkind: Private \$11,314,758

Background and Pre-Opening Chronology

Background

Seville Expo '92 commemorated the 500th anniversary of Columbus' voyage to the New World and picked the theme "Age of Discovery." It opening April 20, 1992 and closed Columbus Day, October 12, 1992. Attendance was over 40 million.

Spain invested over \$4 billion in the expo and related infrastructure, the largest such investment in world's fair history. 110 countries participated on the 530 acre site located on an island in the Guadalquivir river across from central Seville.

At the time Seville Expo '92 was proposed, the Bureau of International Expositions, the organization that sanctions such events, had two categories for world's fairs: universal and specialized. Seville was a universal fair where each country had to build its own pavilion structure.

Chronology

1982 Spanish officials begin planning the expo.

1986

December Spain's official invitation to the Government of the United States received and referred to the United States Information Agency. USIA is authorized under the Fulbright-Hayes Mutual Education and Cultural Exchange Act (Public Law 87-256) to develop and manage U.S. exhibitions at Bureau of International Expositions (BIE) sanctioned fairs abroad.

1988

October President Reagan accepts the Spanish invitation to participate in the form of a public/private partnership. He instructs USIA, the Department of Commerce and the Department of State to share the funding. See appendix. USIA prepares a \$30 million project budget, \$15 million to be raised from the private sector and each of the three agencies involved to provide \$5 million to complete the funding.

1989

- February The Agency given permission by Congress to reprogram \$426,000 to prepare pavilion concept designs as requested by the President to be used as a fundraising tool. Nine architectural firms each given \$5,000 stipends to submit competing design concepts. FY90 budget requests \$15 million for U.S. participation in Seville and Genoa (another 1992 fair in which the U.S. had agreed to participate); \$5 million each in budgets of USIA, and the Departments of State and Commerce.
- May Design proposals submitted by the nine finalists reviewed and evaluated by a multi-agency expert panel. Newly appointed USIA Director Bruce Gelb overrules the panel and selects Barton Myers Associates, the panel's second choice, as architect for the U.S. Pavilion.
- June The State Department's request to reprogram \$350,000 for Seville startup turned down by the House Appropriations Subcommittee.
- July Marvin L. Stone named United States Commissioner General by Director Gelb.
- September The Commerce Department reprograms \$83,000 for Seville
- October Both the Senate and House Appropriations Committees delete all funds from FY 1990 budgets for U.S. participation at Seville.

1990

- May The State Department's Foreign Building Office (FBO) initiates a study of the project at the request of Congressman Neal Smith. FBO says the project can be realized only if a construction management organization is hired.
- June USIA's reprogramming request approved by the House Appropriations Subcommittee. \$13 million slated for Seville principally from the Agency's Exhibits Service and TV Marti construction funds.
- Coca Cola agrees to provide \$1 million in cash to sponsor the pavilion's VIP lounge and U.S. Sprint agrees to provide \$750,000 in cash and to build and operate an international teleconference center and an exhibition in the pavilion. The American Plywood Association agrees to provide \$400,000 in cash and to build and operate a 3,000 square foot demonstration "American Spirit Home." Kansas City agrees to provide \$400,000 in cash and agrees to design, build and operate a 2,000 square foot exhibit on Kansas City.

Firm commitments amount to \$2.5 million. Commissioner General Stone resigns.

September Based on Congressional requirement that agency hire a construction management organization for the project, USIA signs Memorandum of Agreement with the Navy Department to have its Atlantic Facilities and Engineering Command serve as design and construction managers for the U.S. Pavilion. The Navy fee is 6.5% of the pavilion construction cost.

Contract signed with Barton Myers and Associates for architectural design, with Navy serving as Authorized Representative of the Contracting Officer (ARCO). The Navy awards a \$900,000 foundation contract to Seville Services S.A. in Seville, Spain.

Frederick M. Bush appointed Commissioner General.

December The Navy, in conjunction with Barton Myers and Associates, prepares cost estimates and bid packages and solicits bids for the construction of the U.S. Pavilion. The bids exceed budget projections.

1991

January The Navy attempts unsuccessfully to negotiate the low bid to a figure within budget projections, forcing USIA to abandon the Barton Myers package.

February-March USIA asks the Navy to develop a less costly pavilion utilizing two Agency owned geodesic domes. The Navy hires Charles Langdon and Associates to develop a bid package for a less costly pavilion.

General Motors agrees to produce a 12-minute feature film to be shown in one of the geodesic domes. The estimated value of this donation is in excess of \$2 million.

May The Navy awards a \$7.5 million contract to Entrecanales, a Spanish firm, to build the U.S. Pavilion. The pavilion is to include two geodesic domes; a 20,000 square foot, two-story building; a 460 feet long, 40 feet high water wall fronting the pavilion site; a stage for the performing arts and outdoor pools and courtyards.

July Entrecanales begins construction of the U.S. Pavilion. The Navy and its architect, Charles Langdon and Associates, request that USIA approve the

addition of courtyard walls to the original building package. USIA approves the Navy request.

- October USIA's Exhibits Service takes on responsibility for developing and producing a 10,000 square foot exhibit on the U.S. Bill of Rights.
- November The Exhibits Service secures the loan of Connecticut's 200-years old ratification copy of the U.S. Bill of Rights for historic first-time display outside the United States. American International Group pledges \$500,000 to co-sponsor Bill of Rights exhibit.
- December USIA contracts with Staples and Charles to design Bill of Rights exhibit. Contract signed with artist Peter Max to provide murals to cover courtyard walls. Contract signed with Nakis Group to build and operate a restaurant/gift shop. Contract signed with the U.S. Mint to operate a gift shop.

1992

- January USIA contracts with Maltbie and Associates to fabricate the Bill of Rights exhibit. The U.S. Commission of the Bicentennial of the Constitution agrees to provide \$250,000 as co-sponsor of the Bill of Rights Exhibit. Xerox agrees to sponsor, and Jack Morton Productions to produce, a 10-minute introductory video for the Bill of Rights Exhibit. Goodyear pledges \$200,000 to sponsor the pavilion sports court program. The U.S. Pavilion receives \$5,023,000 in funds reprogrammed from the Board for International Broadcasting. Continental Airlines becomes the official air carrier of the U.S. pavilion providing 150 complimentary round trip tickets to Seville plus 10,000 pounds of air freight.
- February The U.S. Pavilion performing arts program receives \$100,000 from Sara Lee Corporation, and \$200,000 is pledged by Ameritech and \$50,000 by Seagrams.
- March Ameritech joins Sprint to provide a high-tech telecommunications exhibit.
- April USIA completes an agreement with the Department of Defense to provide billeting, transportation and medical support for U.S. Pavilion staff and performers.
- April 20 The U.S. Pavilion opens to the public.

The Pavilion and Exhibition

The theme of the U.S. Pavilion was "Life, Liberty and the Pursuit of Happiness." It had 44,000 square feet of covered space on a 90,000 square foot site. It was campus style with multiple buildings and large outdoor courtyards. Buildings included two geodesic domes, each measuring 10,000 square feet. One of the geodesic domes housed the 600-seat World Song Theater and the other housed an exhibit on the U.S. Bill of Rights. There was also a two-story rectangular building measuring 20,000 square feet. This structure had offices and Commissioner General's lounge on the upper floor and corporate exhibits, a restaurant and a gift shops on the lower level.

Also on the pavilion grounds were a walkthrough "American Spirit" home measuring 3,000 square feet, a performance stage/dressing room structure measuring 1,000 square feet, an exhibit of experimental automobiles provided by General Motors, and a 70 foot by 30 foot outdoor sports court. There were two 153 foot long by 30 feet high murals by artist Peter Max. Three giant sails representing the red, white and blue pavilion logo were mounted on towers 90 feet above the pavilion.

A wall of cascading water 460 feet long and 40 feet high fronted the pavilion. Visitors passed through a 60 by 30 high opening to enter the central courtyard with its sports court and stage. Continuous outdoor sports and cultural entertainment involving 5,000 American performers and athletes took place over the fair's six-month run.

The Peter Max murals depicting America's past 500 years and next 500 years flanked the courtyard and behind the murals were the geodesic domes. The dome to the right of the courtyard was a 600 seat theater showing "World Song," a 12 minute, 70 millimeter film sponsored by General Motors and shown on a 20 foot by 40 foot screen. Produced by Bob Rogers, a two-time Academy Award nominee, "World Song" conveyed the simple idea that the human life cycle is universal regardless of nationality, culture, religion or race. It was given a five star rating at the expo. Three shows were presented each hour.

The dome to the left of the courtyard housed "Where Liberty Dwells, There is my Country.". This exhibit was sponsored by American International Group, Xerox and the Commission on the Bicentennial of the United States Constitution. It opened with an award-winning video featured an international group of "witnesses to freedom" who related how the Bill of Rights had affected their lives. The witnesses included retired Chief Justice of the U.S. Supreme Court Warren E. Burger, Coretta Scott King, Spanish Prime Minister Felipe Gonzalez, Nicaraguan President Violeta Barrios de Chamorro, Chief Wilma Mankiller of the Cherokee Nation, French intellectual Jean-Francois Revel, Czechoslovakian Ambassador to the United States Rita Klimova and Bulgarian Parliament Secretary Emilia Drumova.

Past the video, visitors were able to view Connecticut's original ratification copy of Bill of Rights, displayed with support exhibits that put the first 10 amendments into historical context and illustrated their realization in events that have changed the world in recent years.

Adjacent to the Bill of Rights dome, the 3000 square foot, "Spirit of America" home, sponsored by the American Plywood Association, showcased the use of factory crafted, structural wood components and electronic climate control. Visitors were given conducted tours though the home by the APA staff.

Rounding out the exhibitions were an outdoor exhibit of futuristic cars by General Motors and a 2,000 square foot exhibit featuring Kansas City (sister city of Seville) and exhibits by the U.S. Mint, DHL, Sprint International , and Ameritech. Contractor- operated concessions including the All American Sport Shop, Yankee Stadium restaurant, and Baskin-Robbins ice cream stand sold souvenirs and refreshments.

Corporate Participation

On October 5, 1988, President Reagan wrote King Juan Carlos of Spain that the United States was immediately taking steps toward participation in Expo 92. "Our participation will involve a unique partnership between our public and private sectors," he stated. "To accomplish this a group of high level U.S. officials will be soliciting private sector support for the fair, to be matched by United States Government funds."

A multi-year fundraising effort resulted in \$4,972,248 million in cash contributions and \$11,314,758 million in in-kind support raised from 55 private-sector sponsors. A contributions list is provided as an Appendix.

Defense Department Participation

The U.S. Department of Defense played a role in the development, construction and running of the pavilion buildings and mechanical equipment. It also provided logistical and personnel support from the American bases in Spain.

The U.S. Navy was enlisted though a Memorandum of Agreement as pavilion construction manager, coordinating form the OICC Mediterranean office in Madrid. It took responsibility for design development, cost control and construction oversight.

The Department of Defense's Office of Special Events provided logistics support from the U.S. naval base in Rota and the U.S. Air Force Base in Moron. A team of Sea Bees were detailed to assemble the Bill of Rights and provided logistical and material support the U.S. National Day. The Moron Air Force Base gave logistics assistance and made housing

available for security personnel and cultural and athletic groups performing at the pavilion.

Pavilion Operations

The pavilion was open from 10:00 am to 10:00 pm daily from April 20 through October 12, 1992. Daily attendance averaged 20,000. Staffing was organized to provide for twelve hour a day, 7 day a week operation of pavilion programs. A staff list is attached as an appendix.

From existing staff positions, duty officers were appointed to oversee security, maintenance, guides and cleaning and to function as the emergency response person. Duty officers worked in rotating shifts with someone always present at the pavilion to address any problems that might arise and to act as the USIA representative in coordinating the operations of the corporate participants and concessions with that of the overall operations of the pavilion.

A typical day began at 8:00 AM when members of pavilion operations would turn off the night lighting, inspect the mechanical equipment and perform daily maintenance. The morning cleaning crew cleaned the areas remaining from the night shift and prepared for the arrival of thousands of visitors. At 9:30 AM the morning guide shift attended a daily briefing and fifteen minutes later the guides assumed their posts on the pavilion grounds and went through the start up procedures for the sport court, outdoor stage and exhibits. At 10:00 AM the first visitors entered the site.

Shift change occurred at 4:00 PM for the guide, cleaning and maintenance teams. The security shift rotation took place three times a day. At the end of the day the main entrance of the pavilion closed at 9:30 PM and the various sectors would begin to shut down at 9:45 PM in order to allow enough time for the last visitors to see the film and major exhibits and leave 10:00 PM.

Security was one of the most important operational considerations in the running of the pavilion. The Seville Exposition was unique in that it allowed visitors to remain on Expo grounds for entertainment until 4:00 AM, well past the closing of the national pavilions at 10:00 PM. A security group was necessary to guard the several buildings and outdoor exhibits, in particular the ratification copy of the Bill of Rights.. 24 hour security was arranged through an agreement with the Department of Defense and the donation of the services of police officers from throughout the United States by the International Association of Chiefs of Police. Much to the delight of visitors with cameras, the officers wore the distinctive uniforms of their home precincts.

From crowd control and bilingual explanations of exhibits to assisting visitors overcome with heat exhaustion and comforting lost children, the many facets of the job of being a

U.S. Pavilion guide were crucial. There were two daily six-hour shifts. A guide worked a morning or evening shift, six days on - three days off. Each shift was made up of 22 guides in three rotating groups. While on duty they would move every half hour to the next position or assignment based on an indoor - outdoor principle because of the extreme heat in Seville and the open plan of the pavilion.

Cultural Programs

The Performing Arts Stage, located at the center of the pavilion grounds, drew large crowds of visitors from the avenue along the main entrance. Programs included classical music, country and western music, bluegrass fiddling, clog dancing, square dancing and break dancing. There was a varied mix of performing arts from all geographic regions of the United States by both professional and community groups. A partial list of performing groups is attached as an appendix..

The U.S. Pavilion also played host to other countries and pavilions in order to present joint programs to visiting guests from around the world. These joint programs also included entertainment groups from Ireland, and the recently formed Republics of Estonia and Lithuania, demonstrating exchange and understanding.

The United States Pavilion closed the six-month cultural program with the October 8-11 performances by the Boys Choir of Harlem bringing to a conclusion a cultural and sports program that saw more than 3,500 artists and performers from across the United States come to Seville and present their talent at the world's fair.

Sports Programs

From international rope skippers, professional footbag players and blind archers to master classes in step aerobics, demonstrations by skateboard artists, clinics held by professional baseball and football players, the Sports Program provided visitors with opportunity to observe and participate the wide range of sports, recreational and fitness activities which characterize the United States. More than 30 sports were presented and over 1000 athletes were involved.

The U.S. Pavilion Sport Court hosted performances and clinics by the University of California basketball team, the New York Knicks, Los Angeles Lakers, the Miami Heat, major league baseball players and a contingent from the National Football League. A list of sports activities is included as an appendix.

Special Events

Journey of the Bill of Rights

The Bill of Rights journey to the U.S. Pavilion began on March 30, 1992, at 6:00 A.M. from Andover, Massachusetts. The document was prepared for shipment at the North East Document Conservation Center and loaded into a climate-controlled 40' shipping container donated by Sea Land Services. From Andover, the container traveled to Hartford, Connecticut, for a ceremony held by Governor Lowell Weicker.

It arrived in Algeciras the morning of April 14, 1992. At 9:00 A.M., a convoy which included members of the U.S. Pavilion Staff, the Spanish Civil Guard, the Bill of Rights, and Sea Land technicians to monitor the document's environment, departed on the three hour trip to Seville. Throughout the trip, the convoy was covered by a Civil Guard helicopter.

The document arrived at the expo on schedule with great fanfare. After being unloaded from the container, the document was moved to the pavilion where it was examined by a member of the North East Document Conservation Center and installed in its display case.

For the return trip, the morning of October 13, 1992, the Bill of Rights was removed from its display case and prepared for transport courtesy of Continental Airlines to the United States.

At 11:00 AM on October 14, the Bill of Rights, its USIA courier, and agents from the U.S. Embassy and Spanish National Police, departed Seville on the Spanish bullet train, the "AVE," bound for Madrid. Upon arrival in Madrid, a heavily guarded convoy traveled to the U.S. Embassy where the Bill of Rights was stored overnight.

On the morning of October 15, the document was carried from the U.S. Embassy to the Madrid International Airport where it was loaded on to Continental Airlines flight #63 for its flight back to the United States. Flight #63 arrived at Newark International Airport in Newark, New Jersey, at 2:00 PM where it was greeted by dignitaries from New Jersey and Continental Airlines. After a brief ceremony, the Bill of Rights was transferred to a special transport company for the trip back to the North East Document Conservation Center.

Press Previews

Even before the opening, the U.S. Pavilion was introduced to the press and invited guests at Seville Expo '92 during the Pavilion's Press Day on April 10. The highlights of the program were the signing by Peter Max from a construction "Cherry Picker" of one of the two 153-by-30 foot allegorical panels he created for the United States Pavilion and the premier showing of "World Song" to a distinguished audience of Commissioners general from other participating nations and Expo Commissioner General Emilio Cassinello.

Opening Day

On April 20 the U.S. Pavilion officially opened. After remarks by U.S. Commissioner General Frederick M. Bush, Ambassador Joseph Zappala, and US Information Agency Director Henry E. Catto, special guests and visitors were invited to view a dedication of the water wall by Chief Austin Two Moons, spiritual leader of the Northern Cheyenne tribe. After the ribbon cutting ceremony the pavilion was opened to the public with a display of basketball trampoline-launched slam-dunk routines by the Goodyear Daredevils on the Sports Court and continued into the evening with two choral performances on the outdoor stage.

National Day

United States National Day was celebrated May 17. Marilyn Quayle, wife of the Vice President, served as the President's official representative for a day that celebrated American music and song, from ragtime to rock. Mrs. Quayle was accompanied by U.S. Commissioner Frederick M. Bush, U.S. Ambassador to Spain Joseph Zappala and Eugene P. Kopp, Deputy Director of the U.S. Information Agency.

Following the formal National Day Ceremony at the Palenque Theater, which featured speeches by expo commissioner general Emilio Cassinello and Mrs. Quayle, a special show produced by the U.S. pavilion was presented. The show was emceed by actress Barbara Eden and actor Tony Randall. Performers included the University of Southern California Trojan Marching Band and Cheerleaders, the University of North Texas Symphony Orchestra, the American Indian Hoop Dance Academy, the Paragon Ragtime Orchestra, Nobody's Fool (a country and western band) and V. Michael McKay and the Redeemed Family Gospel Choir. This was followed by a traditional American parade with floats, marching bands and a group of vintage Harley Davidson motor cycles. An evening outdoor barbaeque was given at the pavilion for 400 invited guest

Independence Day

The pavilion staff also coordinated a Fourth of July celebration at the Expo. U.S. flags were distributed to every visitor and Uncle Sam greeted the public at the entrance to the Pavilion. There was a parade through the expo grounds featuring guides in Bugs Bunny, Daffy Duck and Sylvester costumes on-loan from Warner Bros. and the North Allegheny High School (Pennsylvania) Tiger Band. The highlight of the day was the evening performance on the U.S. Pavilion outdoor stage of Ballet Hispanico, a New York based dance company. After the one and a half hour performance of the pieces "El Nuevo Mundo" and "Inez de Castro", guests were treated to a champagne reception in the pavilion courtyard.

Blue Angels

On September 22 the U.S. Pavilion presented an aerial show by the Navy's precision jet demonstration team, the Blue Angels. The show was staged from the nearby Tablada runway and could be seen from throughout Seville and the expo grounds. The pilots of the flying squadron signed free posters which were given out to visitors.

Academic Events

Academic seminars drew the interest and acclaim of both visitors and the press.

On May 21 the U.S. Pavilion sponsored a seminar on the Bill of Rights, featuring the U.S. Ambassador to the U.N. Commission on Human Rights, J. Kenneth Blackwell; Judge Anthony J. Sirica, a U.S. Federal Appeals Judge; and Juan Antonio Carrillo, a law professor at the University of Seville.

The Association of Collegiate Schools of Architecture held an architectural exhibit May 24 and 25. It featured the work of the ten finalists in an international student competition to design a pavilion for Expo '92.

On May 13 an international roundtable on the future of world's fairs was chaired by Tom Korologos, Chairman of the U.S. Advisory Commission on Public Diplomacy. Representatives included E.R.I. Allen, President of the Bureau of International Expositions, the Advisory Commission, and officials from USIA, Australia, Denmark, France, Japan, Spain and the United Kingdom.

On August 21 the United States and Russian pavilions brought together a panel of Russian, Spanish and American journalists for a roundtable seminar on the role of an independent press in a transition to democracy. The seminar took place in the Bill of

Rights Exhibit. The journalists participating in the seminar included eight Russians representing seven of the country's independent publications, three of Spain's best-known journalists, and the American Richard C. Hottelet who was at CBS for 41 years.

Special Visitors

May 3 marked the first visit to the pavilion by a head of state when Polish President Lech Walesa was met and escorted through the pavilion by Commissioner General and Mrs. Frederick M. Bush. During his visit, Walesa saw the Bill of Rights exhibit. In an interview published the day of his visit, Walesa acknowledged his admiration for the ideas contained in the Bill of Rights.

The pavilion held a luncheon at the consular residence on August 17 in honor of Mstislav Rostropovich, the renowned cellist and musical director of the National Symphony Orchestra of Washington.

On Estonian National Day, August 29, the Prime Minister of the Republic of Estonia, Tiit Vahi and Mrs. Vahi were entertained to a series of cultural events by the U.S. Commissioner General.

The President of the Supreme Council of Lithuania, Vytautas Landsbergis, visited the U.S. Pavilion in September. The U.S. Pavilion provided the backdrop for evening performances of this country's dancers and musicians as part of Lithuania's national day ceremony at Expo '92. President Landsbergis was the first head of state to be honored at a dinner at the U.S. consular residence.

On October 7, King Juan Carlos and Queen Sofia of Spain visited the pavilion. The king and queen viewed "World Song" and the Bill of Rights exhibition.

Other foreign dignitaries visiting the pavilion were the Prime Ministers of Pakistan, Kuwait, New Zealand, Caribbean Islands, Luxembourg, Spain, the General Secretary of the Gulf States, the Kuwaiti Ministers of Health and Communication, the Governor General of the Bahamas, the U.K. Minister of Finance, the Pakistani Minister of Education, the Spanish Secretary of State for Commerce, the Hungarian Minister of Economic Relations, the Estonian Minister of Economics, the Danish Trade Commissioner, the Hungarian Minister of Culture, the President of Romania, and the Mayor of Seville.

Many corporate representatives were present for their company's corporate day celebrations. Some of the companies represented were General Motors Corporation, SeaLand Service, Sara Lee Corporation, Lunt Silversmiths, Century Furniture, Baskin Robbins Ice Cream, DHL Worldwide Express, Merrill Lynch, Domecq, Warnaco, and American International Group. Other guests included the artist and pavilion sponsor Peter Max, actor Michael Douglas, newscaster Walter Cronkite, and opera tenor Placido

Domingo.

Conclusion

The United States was invited to participate in Seville Expo '92 in 1986, but a decision to do so was not made until 1988. Congressional approval to reprogram funds for the project occurred two years later in 1990, leaving little time to raise the \$15 million required in private sector matching funds and to design and build the pavilion. Although fundraising goals were met, project costs were driven up as a consequence of a late start.

Though President Reagan had instructed the Departments of Commerce and State to share with USIA in the \$15 million Federal portion of the budget, State was only able to contribute \$22,000 toward the rehabilitation of the consular residence in Seville (this was used as the Commissioner General's residence), and Commerce was able to provide only \$83,000. This placed virtually the entire financial burden on USIA.

The federal outlay for Seville was ultimately \$20.6 million. Although this was more than anticipated, it was considerably less than the U.S. had spent at previous universal expos. (The U.S. had spent \$40 million in 1992 dollars at the previous universal fair, Osaka Expo '70.) The U.S. expenditure at Seville was less than half that of France and one fourth that of Japan.

Facing budget pressures and Congressional concern about investing heavily in architecture on a building that would only be used for 6 months, a decision was made to shift limited resources away from the structure and into the display content of the pavilion. Unfortunately, this was not well received by the media, which routinely criticized the U.S. for its lackluster architecture, and especially for using two government-owned geodesic domes left over from a traveling exhibition from the 1960's.

But in spite of the architecture, with overall attendance of 2.4 million, the U.S. Pavilion compared favorably with other major participants in terms of audience draw. The feature film for the Bill of Rights exhibit, "Where Liberty Dwells, There is My Country," won a gold medal at the 1993 International Film and Television Festival in New York. Borrowing on USIA world experience at cultural exchange programs, the U.S. Pavilion mounted an impressive program that brought 4,500 young American athletes and performers to perform at the pavilion. These cultural exchange participants were self-funded.

Finally, there was an unprecedented level of non-federal support. Born of necessity, the fundraising effort raised over \$16 million in direct cash and in-kind contributions to the U.S. Pavilion from 55 corporations and civic organizations.

Appendices

Memorandum from the President

Budget

Sponsors

Staff

Sports Activities

Cultural Groups

THE WHITE HOUSE
WASHINGTON

October 5, 1988

MEMORANDUM FOR THE HONORABLE GEORGE P. SHULTZ
Secretary of State

THE HONORABLE C. WILLIAM VERITY, JR.
Secretary of Commerce

THE HONORABLE JAMES C. MILLER III
Director, Office of Management and Budget

THE HONORABLE CHARLES Z. WICK
Director, United States Information Agency

SUBJECT: 1992 Seville World's Fair

The United States has been invited to participate in the 1992 Seville World's Fair, and King Carlos of Spain has written personally to me, urging that we attend. I have decided that the United States should take a series of specific steps towards participation.

The United States Information Agency, with the assistance of the Departments of State and Commerce, should immediately prepare initial designs for the U.S. pavilion. The costs of this effort by the Federal Government should be divided equitably among the three agencies.

Subsequently, the three agencies will work together to solicit major funding from the non-Federal sector, as a way to defray up to half of the total costs of U.S. participation in the Fair.

With respect to the Federal portion of U.S. participation in the Seville World's Fair, you are directed to ensure that an adequate and equitable level of resources is reserved in each of the budgets of USIA, State, and Commerce for FY 1990.

Ronald Reagan

U.S. Pavilion Budget

Expenditures

<i>Pavilion Design</i>	\$1,771,000.00
<i>Pavilion Construction</i>	\$13,892,500.00
<i>Bill of Rights Exhibit</i>	\$1,617,000.00
<i>Personnel</i>	\$2,805,500.00
<i>Operations</i>	\$1,762,000.00
<i>Logistics</i>	\$183,500.00
<i>Administration</i>	\$473,500.00
<i>Cultural Programming</i>	\$300,000.00
<i>National Day/Special Events</i>	\$300,000.00

Total	\$23,105,000.00
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Funding

<i>FY-89-92 Reprogramming</i>	\$12,876,000.00
<i>Supplimental Reprogramming</i>	\$7,023,000.00
<i>Other Government Agencies</i>	\$727,000.00
<i>Corporate Contributions</i>	\$4,972,248.00
<i>Interest</i>	\$39,000.00
<i>Budget Surplus</i>	(\$2,532,248.00)

Total	\$23,105,000.00
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1992 UNIVERSAL EXPOSITION SEVILLE, SPAIN			
SOURCE	DESCRIPTION	CASH	IN-KIND
Allied Signal	Fibers for carpets for Official Residence		\$10,000
American Business Council	Support of USPAV Cultural Program	\$15,848	
American Express	General Project Support	\$250,000	
American International Group	Co-sponsorship of Bill of Rights Exhibit	\$500,000	
American Plywood Association	Rent (2,000 sq ft.)	\$400,000	
	"American Spirit Home" Exhibit		\$600,000
American Trucking Association	Pledge to obtain free trucking from member companies		\$30,000
Ameritech	General Project Support/Joint exhibit with Sprint	\$200,000	
Baldwin Piano & Organ Company	Loan of three pianos		\$46,178
Baskin-Robbins	Concession	\$100,000	
Brine, Inc.	Donation/Loan of sports equipment		\$6,600
Budes, S.A. (Exclusive importer Anheuser Busch)	General Project Support	\$100,000	
	Budweiser beer & Eagle brand snacks		\$16,000
	Loan of furniture for Official Residence		\$25,556
Century Furniture	General Project Support	\$1,000,000	
The Coca Cola Company	Furniture for Coca Cola Lounge		\$99,857
	(Amount Coca Cola spent on furniture)		
	Attendant for Coca Cola Lounge		\$3,600
	(30 hrs./wk. X \$5/hour = \$600/mo. X 6 months)		
	Coca Cola Products		\$26,000
Cole Chemical	General Project Support	\$500	
Commission on the Bicentennial of U.S. Constitution	Co-sponsorship of Bill of Rights Exhibit	\$250,000	
Continental Airlines	Donation of 150 round-trip passenger tax & 10,000 lbs. air freight		\$147,500
	(150 X \$650/ticket = 97,500 + 50,000 for freight)		
Cyber	Loan of strength training equipment		\$60,000
DHL Worldwide Express	Rent	\$50,000	
	International express services		\$50,000
Fitz and Floyd	General Project support	\$25,000	
	Donation and loan of china and accessories		\$80,000
General Motors Corporation	Sponsorship of Film (USIA budget offset)		\$2,200,000
	Loan of 25 cars (based on rental estimate by Phil Rogers)		\$150,000
	Exhibit		\$500,000
Goodyear	Support of USPAV Sports Program	\$200,000	
Hallmark	25,000 feet of patriotic wrapping paper & 50,000 feet ribbon		\$8,400
Hiram Walker and Sons, Inc.	Donation of distilled spirits		\$50,000
IBM	Loan of office computer requirements		\$30,000
Inscribe, Inc.	Loan of computerized calligraphy system		\$9,000
International Association of Chiefs of Police	Donation of security personnel services		\$175,000
Seward Johnson	5 Seward Johnson sculptures		\$590,000
	(Value estimated by Sculpture Placement Limited)		
Kansas City, MO, USA	Rent (2,000 sq. ft.)	\$400,000	
Ambassador Lane	Support for National Day activities	\$10,000	
Lascaris Design Group International	Interior design of Official Residence		\$100,000
Life Fitness	Loan of sports equipment		\$30,000
Lunt Silversmiths	Loan of silver serving pieces and accessory items - Retail Value		\$21,490
McDonnell Douglas	Sponsored reception in honor of Blue Angels flight team	\$900	
Medalist M&S	Donation of plywood to back up Peter Max murals		\$6,000
Merrill Lynch & Co., Inc.	General Project Support	\$100,000	
Jack Morton Productions Inc.	Co-sponsored/produced introductory film for Bill of Rights Exhibit		\$300,000
Motorola Inc.	Loan of electronic communications equipment		\$100,000
National Aeronautics and Space Administration	General Project Support	\$100,000	
National Geographic Society	250 books for foreign visitors		\$12,500
National Museum of Women in the Arts	Loan of 19 paintings to be hung in Official Residence		\$420,650
	(Value estimated by Natl. Museum of Women in the Arts)		
Navy Seabees NMCB-40	Provided personnel to construct the Bill of Rights Exhibit		\$50,000
Oneida Ltd.	Donation of 50 crystal bowls & 4 crystal vases		\$9,350
Peavey Electronics	Donation of three amplifiers		\$947
Podlach Corporation	Donation of plywood for performing arts stage @ USPAV		\$2,000
Rawlings Sporting Goods Company	Donation of various sporting goods items		\$1,153
Sara Lee Corporation	General Project Support	\$100,000	
Sea-Land Service, Inc.	Donation of ocean shipping (transportation of exhibit materials)		\$210,000
Seagrams & Sons, Inc.	Support of USPAV cultural program	\$50,000	
Sport Court, Inc.	Loan of game court and sports equipment		\$30,000
Sports Plus	Donation of soft-toss pitching machine		\$5,000
Sprint	General Project Support & Rent	\$750,000	
	Long Distance Telephone Service		\$30,000
Sprint (Continued)	Teleconferencing Center (in admin. area)		\$60,000
United Services Automobile Association	General Project Support	\$100,000	
United States Mint	Rent	\$170,000	
Warnaco Inc.	General Project Support	\$100,000	
	Donation of uniforms for USPAV guides		\$26,977
Wine Institute of California	Approx. 500 cases of wine for use in Lounge/Official Residence		\$60,000
Xerox Corporation	Co-sponsored introductory film for Bill of Rights Exhibit		\$500,000
EXHIBITORS	Exhibits of U.S. Mint, DHL, Kansas City, Sprint, Ameritech, etc.		\$1,500,000
Building "C" Exhibit Space (9,000 sq. ft. - 4,000 ft.)	5,000 sq. ft. X \$300/sq. ft. = \$1,500,000		
(\$300/sq. ft. is the figure determined, on the basis of	Fairs, as the cost of building and operating an exhibit.)		
CULTURE & SPORTS			
2,500 Cultural Performers	\$650 (airline ticket) X 3,500 =		\$2,275,000
1,000 Athletes	\$650 (airline ticket) X 1,000 =		\$650,000
(Estimated figures take into account ONLY airfare -	include ground transportation, accommodations, per diem, etc.)		
DONATIONS OF UNDETERMINED VALUE			
General Motors	Prototype "new-age" cars		
State of Connecticut	Loan of original copy of Bill of Rights document		
Peter Max	Creation of original art panels		
McAbee Custom Rugs	Donation of carpets for Official Residence		
Wildwood Lamps and Accents	Donation of lamps for the Official Residence		
Wundaweve Carpets	Weaving of carpets for Official Residence		
TOTALS		\$4,972,248	\$11,314,758
TOTAL CASH AND IN-KIND		\$16,287,006	

UNITED STATES PAVILION STAFF
SEVILLE EXPO '92

Commissioner General

Frederick M. Bush

Deputy Commissioners General

Elizabeth Tyson (Programs)

Philip Rogers (Administration)

Project Director

Jim Ogul (Pavilion Director)

Commissioner General's Staff

Terry Beuchner	Personal Assistant to the Commissioner General
Marlene McDonald	Assistant to the Commissioner General
Nancy Merchant	Assistant to the Commissioner General
Linda Prue	Director of Social Affairs
Ann Erker	Assistant, Social affairs
Thomas Cicero	Consular Chef
Stephen Mills	Consular Residence Manager

Administrative Staff

Encarna Barrios	Assistant
Domingo Gomez	Administrative Officer (U.S. Embassy Detail, Madrid)
Katy Kalb	Administrative Officer (Early in project)
Mike Carroll	Administrative Officer (Mid-term in project)
Frank Allgood	Administrative Officer (During the expo)
Otis Wells	Logistics Aide
Jay Donnelly	Morón Housing Coordinator

Exhibits Staff

Anita Juberts	Pavilion Director (Early in project)
Bernard J. Taresco	Exhibits Officer (Pavilion Director later in project)
Anthony Taresco	Exhibits Officer
Mike Murdter	Building Engineer (U.S. Navy)
Allen Bryant	Building Engineer (U.S. Navy)
Laurie Warthen	Program Coordinator
Shaena Muldoon	Exhibits Assistant
Chris Cronin	Operations Maintenance
Eric Hartman	Operations Maintenance
Jose Calderon	Cleaning Maintenance
Wayne Clark	Cleaning Maintenance

Guide Supervisors

Katie Cheshire	Guide Program Manager
Jodie Wheelock	Guide Program Manager
Kitty Witwer	Guide Program Manager

Security

Frederick Berrios	Chief of Security
Carlos Yanez	Chief of Security

Receptionists

Kathy Ayres	Pavilion Receptionist
Vanessa Dowd	Pavilion Receptionist
Jenna Evans	Pavilion Receptionist

Protocol and Public Affairs

Christopher Kidder	Director of Protocol
Barbara Bouckaert	Protocol Officer
Sarah S. Fehrer	Protocol Officer
Chase Robison	Protocol Officer
Nancy A. Thompson	Protocol Officer, State Department Detail
Sandra Horne	Protocol Receptionist
Pamela Shepard	Protocol Receptionist
RoseAnne Bartholomew	Director of Corporate Affairs
Victoria Valandra	Corporate Liaison
Andrew Lluberes	Director, Press & Public Affairs
Anna Maria Reyes	Press Assistant

Cultural Programs

Mauri Wagner	Director of Cultural Programs
Cassandra J. Barber	Cultural Program Coordinator
Stephen Caldwell	Cultural Assistant
Brad McNeil	Cultural Assistant
Dave Schupack	Cultural Assistant

Sports Programs

Joseph Schuberg	Director of Sports Program
David Flaxman	Sports Assistant
Brandon Jones	Sports Assistant

Guides

Aptman, Suzanne	New York, New York
Biasini, Michael	Bellingham, Washington
Boland, Thomas	Seattle, Washington
Bond, Alexander	Spokane, Washington
Browning, Jennifer	San Antonio, Texas
Burgett, Heather	Northfield, Massachusetts
Carpenter, Kristi	Yakima, Washington
Chorlian, Sarah	Durham, New Hampshire
Coronado, John	Stockton, California
Crain, Kelli	Scottsdale, Arizona
Cudahy, Julie	Knoxville, Tennessee
DeNinno, Gregory	Hudson, Ohio
DeVille, Dena	Eugene, Oregon
Doud, Elizabeth	Seattle, Washington
Escobar, Eunice	McAllen, Texas
Gallagher, Wendy	Boulder, Colorado
Gateno, Victor	Claremore, Oklahoma
Guidera, Jerry	Amherst, Massachusetts
Harshbarger, Miranda	Albert Lea, Minnesota
Haun, Matthew	Manteo, North Carolina
Hawkins, Robert	Loomfield Hills, Michigan
Homokay, Laura	Hartford, Connecticut
Kirkman, Geoffrey	Pittsburgh, Pennsylvania
Koch, Kristen	Evansville, Indiana
Kowalsky, Jacquelyn	Saint John, Indiana
Larson, Kelly	Riverside, California
Leiner, Rachel	Evanston, Illinois
Martinez, Ada Dominquez	New York, New York
Maynard, Dayna	Boulder, Colorado
Mathiowetz, Lynn	Marshall, Minnesota
McGroarty, Stephen	Ogdensburg, New Jersey
McKee, Kristen	Mount Clemens, Michigan
Merifield, Mark	Los Angeles, California
Mesa, Carlos	Metairie, Louisiana
Milberg, Joshua	Berkeley, California
Montgomery, Dan	Houston, Texas
Morton, John	Wilmington, Delaware
Niendorf, Sara	Oskosh, Wisconsin
Olivieri Diaz, Edwin	Madrid, Spain
O'Brien, Peggy	Lenexa, Kansas
Orton, Sara	Arizona

Page, Anthony
Pearson, Jennifer
Pomainville, Brett
Price, Ramsey
Quinn, Marissa
Quintero, Antonio
Retana, Nora
Rappin, Steve
Ross, Jaime
Roth, Stephan
Rowe, Bradley
Rushing, Deirdre
Saenz, Miriam
Samoilovich, Lana
Schavrda, Heather
Schneider, Alma
Schneider, Elizabeth
Sershen, Jean
Shepard, Pamela
Skloot, Shira
Slayton, Tiffany
Stockenstrom, Tone
Stuart, Mark
Sullivan, Daniel
Taveras, Belkis
Torres, Juan
Wolf, Joshua
Zwicker, Glen

Miami, Florida
Texas
Boulder, Colorado
Washington, D.C.
Fresno, California
Gaithersburg, Maryland
Chula Vista, California
Wilmette, Illinois
Portland, Oregon
O'Fallon, Missouri
Wauwatosa, Wisconsin
Austin, Texas
Annandale, Virginia
Chicago, Illinois
Sealy, Texas
New York, New York
Chicago, Illinois
West Saint Paul, Minnesota
Lose Angeles, California
Mill Valley, California
Dallas, Texas
Saint Paul, Minnesota
Hingham, Massachusetts
Milwaukee, Wisconsin
New York, New York
Saint Louis, Missouri
Baltimore, Maryland
Cheshire, Connecticut

SPORTS PROGRAM SPORT COURT

ACTIVITIES

The following groups participated in the United States Pavilion Sports Program during Expo '92. The list represents over 1,000 U.S. Athletes who visited Spain during the Fair.

The Bud Light Daredevils. A combination, stunt basketball and gymnastics. The Daredevils have performed for every NBA team at halftime shows around the country. The Daredevils were the hit of Expo for the first week while they entertained visitors from April 20th through the 28th.

IRSO. The International Rope Skipping Organization. This was a group of young athletes from around the United States who performed from April 28th through May 2nd.

Spectator Sports. A wide variety of sports that visitors to the pavilion may take part in. These activities have been supported by gracious donations or loans from many companies around the United States and Internationally.

Vaughn Shafer. Vaughn is a skateboard professional who holds two Guinness book of World Records and performs around the United States. Vaughn performed from May 19th through June 5th.

Amateur Sports Development, Veteran Wheelchair Athletes. Six American vets who played basketball and involved visitors to the pavilion in their performances. They performed from May 20th through May 23rd.

Blind Archers. Two visually handicapped athletes who performed for the visitors to the pavilion using a special device that utilizes sound to assist in aiming.

University of California at Berkeley, Mens Basketball Team. The Golden Bears performed two shows on the 8th of June and signed autographs before heading off to play the Russian Olympic team the next day in Spain.

Olympiad Gymnastic Club. A team of young gymnasts who performed from June 12th through the 14th. This is the first of 9 clubs that will come to the U.S. Pavilion representing over 300 athletes.

L & M Gymnastic Club. A club of young gymnasts from the United States who performed at the Pavilion.

Team Rollerblade. Four athletes from L.A. who are performing one of the most recent sports from America, Rollerblading.

World Class Bodybuilding. One of the top 20 bodybuilders in the world, Mr. Albert Beckles, entertained visitors to the U.S. Pavilion on June 29th and June 30th. He was supported by local bodybuilders and an Aerobic dance display.

NBA. National Basketball Association. Greg Anthony, New York Nicks. Brian Shaw, Miami Heat. Sam Perkins, Los Angeles Lakers. These NBA players were lead by coach Jeff Mullen of the University of North Carolina at Charlotte. It attracted an enormous crowd and members of the press and was sponsored by Reebok. The three interacted with the crowd as well as putting on a fantastic basketball display.

Tennis Europe. This was a group of young tennis hopefuls from the United States that are a collective team from all parts of America. The group entertained the visitors as well as inviting them to come out and play on the sport court.

Estele & Alfonzos Gymnastic and Dance Academy. This was another of the 9 gymnastic groups that are part of the U.S. Independent Gymnastic Clubs. They entertained the visitors twice a day while at the U.S. Pavilion.

Major League Baseball. The group was lead by Paul Casanova of the former Washington Senators and Atlanta Braves and, Elias Sosa of the Montreal Expos. Casanova, a catcher and Sosa a pitcher were the hit of the Expo. The batting cage and pitching machine that was to be used in Barcelona for the Olympics was first brought to the U.S. Pavilion. The visitors were able to come into the batting cage and sample throwing, catching and hitting. This was a tremendous hit with kids visiting our pavilion.

Gymnastic Chalet. This club was by far the best of the clubs to perform on the Sport Court which is coached by former Olympic Gold Medalist, Bart Conor.

Taekwondo. A Taekwondo expert, Robert Dempwolf from Seattle, Washington entertained the visitors and demonstrated preliminary techniques, as well as breaking bricks and boards.

Amateur Sports Development All-Stars Womens Softball. A collection of the finest Womens' players from around the U.S.

Springfield Gymnastic Club.

Amateur Sports Development All-Star Mens Basketball. This was a dynamic display of Americas most popular spectator sport performed by youth from around the U.S. Happening just after the "Dream Team" was the hit of the Barcelona games, this event attracted incredible crowds!

Waynes Angels. Another one of the 9 performing gymnastic clubs.

NFL. National Football League. Headed by Mel Blount, former 4 time Superbowl champ and Hall of Famer with the Pittsburgh Steelers. a press conference was held on the 12th of August to prepare Sevilla for Spain's first to have NFL clinics held in it's country. Off Expo-site clinics were also held to give something to the youth of Sevilla.

World Cup '94 Soccer. A press conference was held on to kick off the week of Soccer in the pavilion. Some of the top names in the world, like Maradona performed and held clinics in the pavilion. The visitors were able to try their skills against the world's best. A fantastic promotion to show the world that the U.S. is broad enough to hold such a sporting event in '94 that is traditionally a European and South American dominated sport.

Fun & Fit Gymnastics. The last of the gymnastic clubs to perform at the U.S. Pavilion.

ROTA Naval Base Athletes. Athletes from the U.S. Military Base at ROTA that comprised Jazzerchise, Volleyball, basketball and Tennis performed on the Sport Court and challenged visitors to play sport.

The World Cup of Bodybuilding. Probably one of the single biggest events at Expo '92 and most certainly for the U.S. Pavilion's Sports Program. The event, which is lead by the Sport's program's Honorary Commissioner, Arnold Schwarzenegger, was held on September 18th & 19th. The International Federation of Bodybuilders (IFBB) and it's sponsors put on a U.S. \$250,000.00 contest for the top 20 Mens Bodybuilders in the world headed up by eight time Mr. Olympia, Lee Haney. On the 18th, the U.s. Pavilion hosted the contestants in their pre-judging and pose downs for visitors to the pavilion. On the 19th, the contest was held at the 7,000 seat Seville Sports Palace from 5:30 pm to 9:30 pm. Afterward, the contestants came back to Expo to have a final pose down and award ceremony at the Palenque at 11 pm.

Amateur Sports Development, Veteran Wheelchair Athletes. This group is made up of 30 Veteran Wheelchair Athletes who will entertain the visitors to the pavilion by a very energetic and rough basketball display.

IRSO. International Rope Skipping Organization. The same organization who performed in April and May, but made up of different athletes from around the U.S.

US PAVILION CULTURAL GROUPS

Shippensburg University Cumbelaires, Shippensburg, PA

25 person group

A female singing group established 25 years ago, with a repertoire ranging from classic showtunes to modern day rap songs.

Touch of Class Choir, San Francisco, CA

52 person group

Touch of Class Choir, the Philip and Sala Burton Academic High School choir, was founded in 1984. Their repertoire includes classical, spiritual, jazz, contemporary, and gospel selections.

Ygnacio Valley High School Band, Concord, CA

58 person group

Performances by the 45 piece wind Ensemble, who won the most outstanding band award at the Abbotsford Band Festival in Abbotsford, British Columbia, as well as performances by Ygnacio's the 22 piece jazz ensemble.

Eric Symons, Larkspur, CA

1 person group

Concert musician and composer performing compositions for classical and Spanish guitar.

Long Island Chorale, Long Island, NY

72 person group

Formed in 1987, this singing group is composed of students and adults from 20 Long Island Communities. They have performed in Finland, Sweden, Russia, and the Peoples Republic of China.

Naa Kahidi Theater, Juneau, Alaska

7 person group

Established in 1986, this theater company produces dramatic presentations of traditional Native legends. Rooted in the ancient traditions of oral literature, dance and song, Naa Kahidi Theater productions have the truth of authenticity, and a visual style representative of pre-European Tlingit culture. Their productions included an anthology of classics of Tlingit legend such as Yeil-Raven Stories.

City in Motion, Kansas City, MO

6 person group

A modern dance troupe performing an unusual blend of dances ranging from neo-classical to avant-garde experiments and spontaneous theatrics invention.

Delaware Valley Square and Square and Round Dancers, Wilmington, DE

20 person group

Square dancers.

Old Creek Country, USA

6 person group

Country band on tour with DoD's Armed Forces Professional Entertainment office.

Kalani High School Orchestra, Honolulu, Hawaii

47 person group

High school orchestra performing Copland, Bernstein, Rossini and Tchaikovsky.

Lake Mary High School, Lake Mary, florida

47 person group

High school choir with repertoire ranging from American pop such as "Sea of Love" to American folk music such as "Down in the Valley". The have performed at Disney World in Florida.

Catlin Gabel Chamber Choir, Portland, Oregon

48 person group

High school chamber choir.

Joe Cartwright Trio, Kansas City, Missouri

4 person group

Jazz Quartet featuring Joe Cartwright on piano and vocalist Richard Ross performing a wide range of jazz styles from swig and be-bop to rhythm and blues.

Apollo Opera, New York, NY

5 person group

American Opera company with primary focus on performing American Opera and Compositions.

Davis High School Madrigal Singers, Davis, CA

39 person group

Madrigal singers in Renaissance attire from Davis High School.

America's Band, Cedar Rapids, Iowa

33 person group

Marching band.

Lamanite Generation, Provo, Utah

44 person group

Brigham Young University's performance group celebrating the native cultural heritage of North and South America and the South Pacific. Both the costumes and the choreography are obtained directly from the heartland of the cultures being portrayed.

Nina Storey and the Lost Generation, Los Angeles, California

6 person

Acoustic group with heavy blues influence.

Redland High School Wind Ensemble, Redlands, California

38 person group

This wind ensemble was selected to be one of the only three music groups representing the Intied States in the internationally prestigious Pacific Basin Music Festival held in Sydney, Australia.

North Allegheny 300 Tiger Marching Band, Allegheny, Pennsylvania

53 person group

This marching band directed by Frank J. Farina, has performed for President Bush, the Mardi Gras in New Orleans, and Disney World in Orlando, Florida.

Ballet Hispanico, New York, NY

16 person group

Our nation's leading Hispanic dance company and school, founded 21 years ago by Tina Ramierez to provide opportunities through dance for young people and to encourage a deeper understanding and appreciation of Hispanic culture.

Viva Santa Fe!, Hobbs, New Mexico

23 person group

A musical depicting the Southwest of the nineteenth century. Musical compositions by Jay Stewart and directed by Glynese Flyod.

Merrimack Valley Sweet Adelines, Tewksbury, Massachusetts

35 person group

Barbershop music, featuring singing in four part harmony without accompaniment.

Churchville-Chili H.S. Concert Choir, Churchville, New York

67 person group

High school choir featuring traditional spirituals, American folk songs and ballads.

Dallas Jazz Orchestra, Dallas, Texas

35 person group

Twice the featured big band at the prestigious Montreaux Jazz Festival in Switzerland, this group has performed with George Benson, Van Morrison, Doc Severinsen, and Bob Hope. Featuring big band, jazz and swing music.

West Springfield High School Madrigals, West Springfield, Virginia

28 person group

High school madrigal singers and concert choir.

Westhill Chamber Choir, Stamford, Connecticut

32 person group

High school chamber choir with a repertoire ranging from sacred to popular music.

California Moving, Moraga, California

54 person group

Dance troupe performing selections of dances and songs from Broadway musicals, typical American jazz and tap pieces, including precision kickline routines, and various character and ethnic pieces.

Jazz West, California

21 person group

An award winning dance troupe who have performed in Disneyland, and at Expo '88 in Australia.

Impact Productions, Tulsa, Oklahoma

50 person group

Toymaker's Dream

An allegory of the life and death of Jesus told through mime, dance, and music.

Colorfax

A musical featuring an original musical score and jazz, ballet and mime.

Dnipro choir and Dance Ensemble, Sudbury, Ontario, Canada

54 person group

The oldest continuous ethnic folk choir in North America, in 1929 the Dnipro Choir of the Ukrainian National Federation Sudbury Branch was formed. Their repertoire ranges from traditional folk songs to songs which speak of the Kozak way of life.

Victoria College Choir, Victoria, Texas

49 person group

College choir consisting of members from the Victoria College Concert Choir and the Victoria Civic Chorus performing folk songs, medleys from Broadway, and American compositions.

Continental Singers, United States

48 person group

Choir performing sacred music

Jim Conely, West Deptford, New Jersey

3 person group

Guitarist and vocalist performing original music, as well as that by Jim Croce, Patsy Cline, Garth Brooks, and John Denver.

San Francisco Ballet Celeste, San Francisco, CA

547 person group

Youth group performing classical and modern ballet and jazz.

Daria, Philadelphia, PA

5 person group

Blue grass band from Pennsylvania on tour with DoD's Armed Forces Professional Entertainment Office.

Cartier Productions, Salt Lake City, Utah

29 person group

Dance troupe performing jazz and ballet.

America Chorus (Mid-America), USA

109 person group

Members from the Grace Church Choir, North Carolina, Masterworks Chorale, Arizona, and Nova Community Group, Virginia performing together a wide range of choral favorites.

Texas Stars Dance Company, Houston, Texas

15 person group

A dance troupe performing American style clogging.

Moser Dance and Gymnastics, Dyersville, Iowa

33 person group

A dance troupe featuring performances of tap, jazz, and gymnastics routines.

Charlene Harris School of Dance, Springhill, Florida

61 person group

Dance troupe featuring patriotic and jazz numbers.

That's Entertainment, Kansas City, Missouri

32 person group

Performing arts studio that specializes in vocal training, jazz, tap, and ballet.

Kids of Rock Theater, Los Angeles, California

25 person group

Variety show featuring teenagers performing Broadway show-tunes and current rock and roll numbers.

Liberty Misses, USA

5 person group

Variety performance with singing and dancing featuring former Miss America beauty contestants.

Darla's Dancers, McConnellsville, Ohio

14 person group

Dance group.

Chris Cross, Atlanta, GA

18 person group

A musical variety show which recreates Columbus' historic voyage.

The Dance Center, Veradale, Washington

53 person group

An award winning group of young dancers performing a program of selected dances, including funk, Broadway show numbers, classical ballet pieces, as well as fast paced tap numbers and a very American aerobics numbers.

Turi Studio of Dance, Scranton, Pennsylvania

18 person group

A dance group which perform a variety of dance styles with music ranging from "Let me Call You Sweetheart" to "Yakety Yak".

Arthur Cunningham and Kate Davidson, Nyack, New York

2 person group

Representing the Helen Hayes Tappan Zee Performing Arts Center in Nyack, New York in Rockland County state of New York, songs by Kate Davidson and the piano music of composer Arthur Cunningham.

Miller-Marley School of Dance, Kansas City, Missouri

81 person group

Variety performers utilizing song and dance to highlight the development of the United States from the time of Christopher Columbus through the wagon train era to the present.

Dance 5, Alameda, California

28 person group

Award winning dance group from Alameda, California. They are veterans of World Fairs having performed at the U.S. Pavilion in Brisbane, Australia in 1988.

Fancy Dancers, Milpitas, California

26 person group

Award winning dance group from Milpitas, California. The dancers range in age from 10 to 22 and have performed at the U.S. Pavilion in Brisbane, Australia in 1988, Disneyland, and Epcot Center.

Janis Colart School of Dance, Gatlingburg, Tennessee

10 person group

Dance group specializing in clogging - an uniquely American style of dance.

Tutterow Stars of Tomorrow, Largo, Florida

91 person group

Internationally acclaimed dance group performing a fast-paced musical revue featuring tap, ballet, jazz and musical comedy dance numbers. From Largo, Florida, the dancers range in age from 9 to 20 and have performed at Disney World's Magic Kingdom, Epcot Center, Busch Gardens, and Sea World.

Kansas City Tap and Musical Comedy Dance Co., Kansas City, Missouri

15 person group

A dance group performing traditional tap and musical comedy routines - two uniquely American art forms.

Whiffenpoofs of 1992, New Haven, Connecticut

14 person group

Yale University's premier a capella group, performing music ranging from fast jazz to melodic ballads, featuring showtunes by composers like Cole Porter, barbershop arrangements by members of the group, and traditional Yale songs.

Robert Aeolus Myers, Honolulu, Hawaii

1 person group

Both composer and performer, Myers performs ethnic, new age, hiphop and house music live on flutes, percussion and state of the art electronic equipment. Performed works from "The Magician" and "The High Priestess", as well as other original compositions.

El Grupo Atotonilco, Kansas City, Missouri

18 person group

El Grupo Atotonilco, a Mexican folkloric dance group, was formed in 1979 and has since become one of the most popular ethnic folkloric groups in the greater Kansas City area. Through their folkloric song and dance El Grupo Atotonilco try to educate their audience about the history of their forefathers and Mexican heritage.

Dallas Black Dance Theater, Dallas, Texas

12 member group

From Dallas, Texas, the Dallas Black Dance Theater, is a modern contemporary dance company performing a mixed repertory of modern, jazz, ethnic, and spiritual works by nationally and internationally known choreographers including Alvin Alley, Talley Beatty, Donald Byrd, and Ralph Lemon. Founded in 1976 by Ann Williams with the purpose of providing dance opportunities for minorities, today the group offers opportunities for the entire dance population.

The Scarlet & Cream Singers, Lincoln, Nebraska

9 member group

Variety performers from Lincoln, Nebraska.

Visions Dance Company, Surry, British Columbia

20 person group

Award winning dance group performing a mixed repertoire of traditional dance and modern jazz.

Timothy Wenk Magic, Stockbridge, Massachusetts

2 member group

Street magician specializing in performances for large groups; he performs a charming blend of mime and magic with plenty of audience participation.

Dance of the Carolinas, South Carolina

28 member group

Symphony Singers Guild, the Robert Ivey Ballet Company, the Carolina Ballet theater, and the Civic Ballet Company of Florence performing contemporary and traditional dance.

Glenn Wilson Marching Band, Hacienda Heights, California

91 person group

High school marching band.

El Tayrona, Washington, D.C.

32 member group

Columbian folk dancers.

Joy of Dancing, San Jose, California

A ballet, tap and jazz dance group that has performed all over the world presenting a retrospective of the Broadway themes.

Steve Mill Orchestra, Kansas City, Missouri

9 member group

Jazz music with vocalist.

Forever Young Dancers, Scottsdale, Arizona

46 person group

Precision dancers of women over fifty who have formerly performed in Las Vegas and at Radio City Music Hall.

Spotlight Stars,

8 person group

Country musicians singing original music, as well as old and new favorites.

Merry-Go Sound, Alabama

A capella and variety music from the 50's and 60's
4 performers

Hawaiian Jazz, Honolulu, Hawaii

2 person group

Out of the contemporary jazz scene of Hawaii, Francesco Crosara on keyboards and Eric Kurtz on drums and percussions performing original compositions that are inspired in the life of the islands with a touch of the Caribbean beat.

Slack Key guitar, Honolulu, Hawaii

2 person group

A special style of guitar performed by Ozzie Kotani and Peter Medeiros in the tradition of the island.

Memories of Kalaupapa, Kalaupapa Molokai

4 person group

Storytelling by Makia Malo, a long time resident of Kalaupapa, Molokai. His stories are brought to life by two actors using movements, masks, and puppets, and accompanied by live sounds and music played on instruments made from natural materials found on the Hawaiian islands.

Hawaiian Hula, Waimea, Hawaii

6 person group

Hula Halau Na Lei'O Kaholoku will represent the tradition of Hawaiian hula and chant. This group was the overall winner of the 1992 Merry Monarch Festival, the state's largest hula competition.

Hawaiian Chant, Waimea, Hawaii

6 person group

Hawaiian chant, focusing on the mythology and ritual of the ancient Hawaii.

Valerie Bergman Dance Company, Honolulu, Hawaii

4 person group

Post-modern dance group. The choreographer and performers are the winners of the statewide Choreographic award and national dance festivals.

Three Cornered World, Honolulu, Hawaii

Modern dance group. The choreographer and performers are the winners of the statewide Choreographic Award and national dance festivals.

Rhode Island Dancers, Rhode Island

32 person group

Dance group

Kiana Academy of Dance, Ontario, Canada

38 person group

Musical variety performances by youth group.

Jana Jae, Tulsa, Oklahoma

6 person group

Fiddle player

Marilyn Morgan Khaldi and Peter Blue, Washington, DC & NYC

2 person group

Vocalist and pianist performing Broadway and American music.

Florida Bill and the Florida Bill Band, Nashville, TN

2 person group

Country Band.

The Road Show, Rota Naval Station, Rota, Spain

28 person group

Variety show which traces American rock and roll from the 50's to present time.

John Belcher, Seattle, Washington

1 person group

Drummer.

Bren CAR/NCP Dancers, Washington, DC

28 person group

Student dance group performing various types of dance including tap and ballet.

Contemporary Motions, Brooklyn, New York

6 person group

Contemporary dance.

Las Nenas, Mexico City, Mexico

4 person group

Female latin pop group from Mexico City and Washington, DC

Precious & Few, California

2 person group

Duo performing country music and golden oldies. this group has performed extensively in the United States and around the world.

Alexander Stein, New York, NY

1 person

Classical pianist.

Colombuianos Unidos, Washington, DC

32 person group

Columbian folk dancing.

Inner City Children's Dance Company, Miami, Florida

36 person group

Formed in June, 1973 by Florene Litthcut Nicols with the purpose of providing artistic training to children from disadvantaged backgrounds, this group performed classical ballet, tap, modern dance, West African Dance, and percussion.

Tops in Blue, United States Air Force

34 person group

The United States Air Force's renowned entertainment touring group. Entitled "For the Record", their 1992 show encompassed current to top of the charts pop and country music, with a special nostalgic look at the 50's.

Soldier's Chorus, United States Army

32 person group

Directed by Captain Robert S. Larson, Soldier's Chorus strives to enhance international relations while it formes a cultural image of the American soldier with its broad repertoire of music and dance. This group performs in a broad range of musical styles and has performed all over the world.

USAF's Band, United States Air Force

32 person group

Big Band Music

Paul Mesner Puppets, Kansas City, Missouri

2 person group

Puppeteer from Seville's sister city, Kansas City, Missouri

Kevin Danzig and the Heard, USA

6 person group

Rock and roll band performing old favorites, as well as contemporary hits.

Boys Choir of Harlem, New York, NY

49 person group

Famed gospel choir from New York's Harlem featuring tradition gospel, jazz and original compositions.

Byford and Avery, California

5 person group

Band with a repertoire which ranges from the 50's to the 90's and covers everything in between.

Laughing Stone Productions

6 person group

Minimalist dance group from New York City under the artistic direction of Sin Cha Hong.